

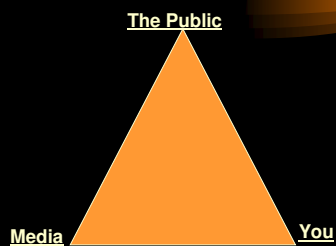
## *Realities of Working with the Media*

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## *Realities of Working with the Media*

### How to Handle the Media Monster without Being Mauled

## *The Golden Triangle*



## *The Media*

- Who are they?
- How do they operate?

## *The Media*

- *Communications Act of 1934*
- ...stations must operate in the "public interest, convenience and necessity."

## *The Media*

- The 1980's resulted in hostile takeovers and leveraged buyouts

### *The History*

- ABC fell first...bought out by CapCities; eventually bought by Disney who now owns it

### *The History*

- NBC was owned by RCA, which was bought by General Electric

### *The History*

- CBS, which was once owned by William Paley, was bought by Larry Tisch and Lowes Hotel and is now owned by Viacom

### *State of the Media*

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- Larry Grossman was the Vice President of News at NBC
- Dan Rather at CBS

### *The Key to Positive Media Relations*

- You must be PROACTIVE!
- You must make it happen

### *Training the Media*

- Make an appointment to meet the news director, assignment editor, and any reporters who may cover your organization

### *Techniques*

- Get to know the reporter who covers your organization
- Take them out to lunch

### *Techniques*

- How to avoid being quoted out of context

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- Live interviews

### *Techniques*

- Handling Media Interviews
- Know who you are talking with
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- Handling Media Interviews
- Know who you are talking with
- Know the questions in advance
- Soundbites in the 1960 Presidential Campaign averaged 40+ seconds
- Today...less than 10 seconds

### *Techniques*

- Conducting a press conference...
- Practice before the event
  
- If it works for the President of the United States...it can work for you!

### *Crisis Management*

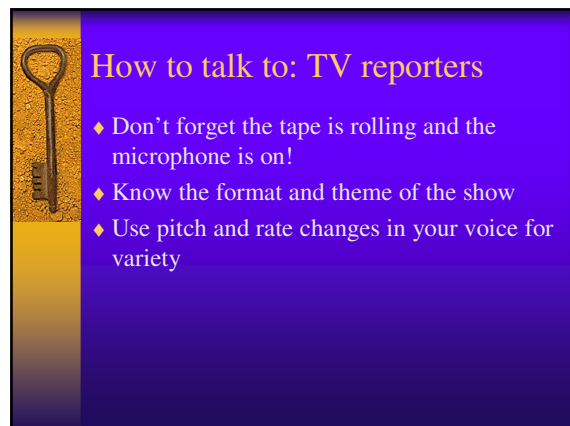
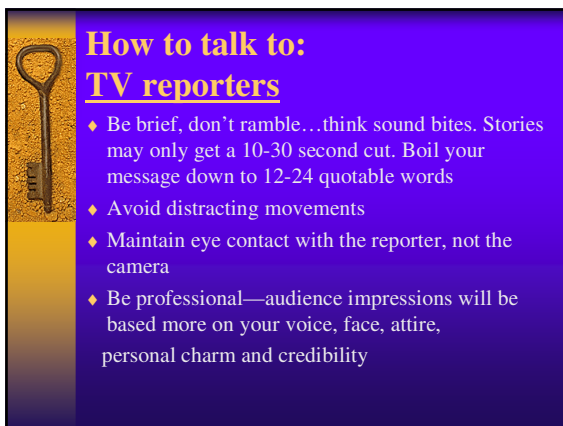
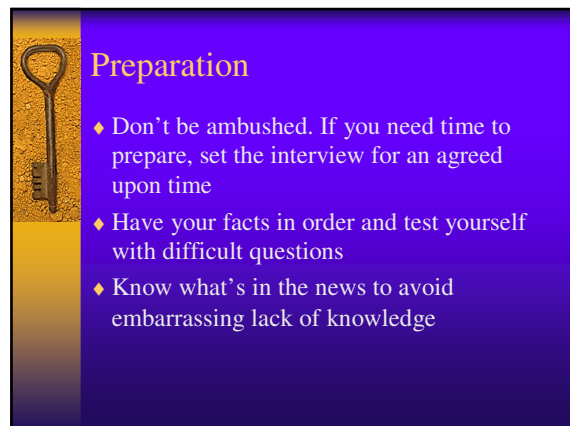
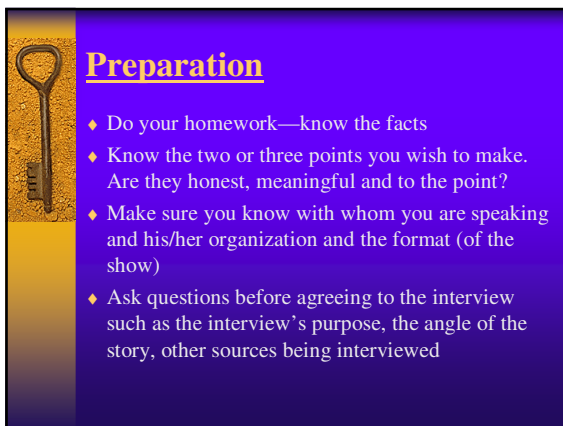
- Voluntarily admit mistakes have been made
- Explain why the mistakes were made
- Say and show contrition and sincere concern
- Agree to take steps necessary to correct the problem
- Commit to never letting it happen again

### *Crisis Press Conference*

- Make sure you control the press conference (do not let it control you!)
- Make opening statement
- Say you will take a few questions
- Acknowledge reporters from left to right
- Say you have time for one more question
- Leave without looking back

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### Appearance for TV interviews

- ◆ Don't slouch, rock back and forth, swivel, twitch, or twiddle
- ◆ Make sure face and hand gestures are appropriate to your words
- ◆ Wear over-the-calf socks in case you cross your legs at the knee
- ◆ Keep jewelry simple
- ◆ Women should wear their usual amount of makeup




### Appearance for TV interviews

- ◆ Wear your glasses, but tilt downward very slightly to avoid glare
- ◆ If you wear photo-gray glasses, take them off for the interview
- ◆ Don't wear sunglasses
- ◆ Wear solid, medium tone colors, not bright patterns or white




### Appearance for TV interviews

- ◆ Don't rest your elbows on the arms on your chair
- ◆ Bring hand gestures to your chest
- ◆ Restrain from making nervous gestures
- ◆ Avoid bow ties—they can bob when you talk
- ◆ Keep your head up



### How to talk to: Radio interviewers

- ◆ Be brief...think sound bites, don't ramble. Stories may only get a 10-30 second cut. Boil your message down to 12-24 quotable words
- ◆ Find out how much time you are allowed
- ◆ Keep your mike distance during the program (based on sound level readings)




### How to talk to: Radio interviewers

- ◆ Relax and be yourself
- ◆ Don't forget the tape is rolling and the microphone is on!
- ◆ Know the format and theme of the show
- ◆ Use pitch and rate changes in your voice for variety




### How to talk to: Newspaper reporters

- ◆ Use short, snappy quotes
- ◆ Boil your message down to 12-24 quotable words
- ◆ Offer a visually appealing photo opportunity—never have a picture taken while you're behind your desk




### How to talk to: Newspaper reporters

- ◆ Give copies of charts, graphs, and reports at the end of the interview if you show them to the reporter
- ◆ Use conversational language
- ◆ Use clear examples to illustrate points




### The Interview

- ◆ Have two to three points for your message...avoid too many points. Positive messages can come out of negative events. If you're fixing a problem, that's a positive message
- ◆ Never speak "off the record"
- ◆ Use everyday words and offer your examples
- ◆ Avoid using too many statistics
- ◆ Be patient and help the reporter clarify facts and issues that might seem clear to you




### The interview

- ◆ If you don't know the answer, don't pretend that you do...volunteer to research the question and promptly call the reporter back before deadline
- ◆ You do not have to answer a hypothetical question




### The interview

- ◆ Use voice inflection, a hand gesture, eye contact, body language or key phrases like "What is really critical to know is..." to underscore your message, especially for TV and radio
- ◆ Repeat your message several times
- ◆ Be definite about your answers




### The interview

- ◆ State your most important information first, then fill in the details
- ◆ If asked a question that you can't talk about, explain why and redirect. "Bridge" from the question to your message when possible




### The Problem Interview

- ◆ Seek advice beforehand on what can be said
- ◆ Remember to never speak "off the record"
- ◆ Avoid saying "no comment"—just give a reason why you can't answer
- ◆ When responding to a negative question, don't repeat the negative—answer with a positive.
- ◆ Be patient, even if the reporter is aggressive



### The Problem Interview


- ◆ Stay within your area of expertise and responsibility
- ◆ Don't make speculative statements that might backfire
- ◆ Avoiding a tough interview will not kill the story, but it will kill your chance to promote your message
- ◆ It's alright to admit a problem, but make sure to state the steps being taken to fix it



### Wrap-up of Do's and Don'ts

#### Do:


- ◆ Conduct the interview with PR staff present; establish ground rules
- ◆ Promptly return a reporter's call—they have daily deadlines
- ◆ Make sure someone handles the call if you are unavailable
- ◆ Ask the reporter to identify you with Regent University



### Wrap-up of Do's and Don'ts

#### Do:


- ◆ Correct the record if you are asked a question based on false data
- ◆ Answer honestly and avoid jargon
- ◆ Transition to your key messages when possible
- ◆ Remember that reporters represent the public
- ◆ Relate answers to readers/viewers



### Wrap-up of Do's and Don'ts

#### Do:


- ◆ Be positive and professional
- ◆ Try to see the reporter in person
- ◆ If a mistake appears in your story, you can contact the reporter and ask for a correction, but make sure it's worth it
- ◆ Pause before you begin answering the question
- ◆ Be available for follow-up questions
- ◆ Know the five best and worst things about your organization and be able to discuss



### Wrap-up of Do's and Don'ts

#### Don't:

- ◆ Fail to prepare
- ◆ Cover or gloss over the truth
- ◆ Speculate
- ◆ Let the reporter put words in your mouth
- ◆ Ask to see the story before it goes to print or on air...you can offer to check specific facts



### Wrap-up of Do's and Don'ts

#### Don't:

- ◆ Argue with the interviewer, but instead, "step up" to a situation ...don't be passive
- ◆ Forget to listen
- ◆ Assume the reporter knows nothing about the issue
- ◆ Overreact if you're misquoted and the error is minor

## Dealing with the Media

Please give us your [feedback](#).